THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. Two phases of Atithi Devo Bhavah awareness campaign have already been undertaken in 2004-05 and 2005-06. In both the phases seven cities namely; Agra, Jaipur, Delhi, Hyderabad, Aurangabad, Goa and Mumbai were targeted. The campaign involved training and sensitization of stakeholders of the tourism industry and mass media campaign in the country to create awareness of benefits of tourism.

(c) Overall, the campaign has received a positive response from the industry and general public.

Losses in Government hotels in Andhra Pradesh

833. SHRI C. RAMACHANDRAIAH: Will the Minister of TOURISM be pleased to state:

(a) the details of Government hotels running in losses in various Sates, hotel-wise and State-wise;

(b) the names and locations of Government run hotels that are running into losses in Andhra Pradesh;

(c) whether Government are considering any proposal to turn around these hotels in Andhra Pradesh into profit making ones;

(d) whether there is any proposal to disinvest Government euqity in any of these hotels in Andhra Pradesh; and

(e) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) The details of Hotels owned or managed by ITDC under Ministry of Tourism incurring losses presently during the financial year 2005-2006 are given below:

Net Loss (Provisional) (Rs. in lakh)

1.	Hotel Patliputra Ashok, Patna, Bihar	48.46
2.	Hotel Jammu Ashok, Jammu, J&K	17.91
3.	Hotel Kalinga Ashok, Bhubaneswar, Orissa	123.22
4.	Hotel Jaipur Ashok, Jaipur, Rajasthan	116.39
5.	Hotel Bharatpur Ashok, Bharatpur, Rajasthan	51.74

(b) ITDC does not run any hotel in Andhra Pradesh

(c) Does not arise

(d) Does not arise.

(e) Does not arise.

Promotion of tourism industry

†834. SHRI MANGANI LAL MANDAL: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that there is an acute shortage of basic infrastructure and necessary facilities for achieving targeted increase in the number of foreign tourists by promoting their arrival;

(b) whether it is also a fact that there is shortage of single star hotels to five star hotels for promoting the tourism industry; and

(c) if so, the plan of Government in this direction alongwith the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Yes, Sir. In view of the acute shortage of hotel rooms, Ministry of Tourism in regular touch with the State Governments and other land owning agencies for creating land banks for construction of hotels in the country. The State Governments have been advised to follow investor friendly land policies and single window approach for promoting hotel projects and also for allotting sites on revenue sharing basis, granting extra FSI/FAR for hotels, permitting extra commercial usage in the hotels etc. In order to enhance the inventory of rooms, the Ministry of Tourism has also formulated guidelines for approval of Guest Houses, Apartment Hotels, Time Share Resorts and Bed & Breakfast establishments. Besides, the Ministry of Tourism provides central financial assistance to State Governments & Union Territories to improve tourism related infrastructure.

†Original notice of the question was received in Hindi.